

**CITY OF BEAVERTON  
STAFF REPORT AND RECOMMENDATION**

**TO:** Planning Commission

**STAFF REPORT DATE:** Wednesday, March 1, 2006

**STAFF:** Colin Cooper, AICP, Senior Planner

**SUBJECT:** TA 2006-0001 (Scoreboard Logo Sign)

**REQUEST:** The proposed text amendment to Chapter 60 and 90 of the Development Code to allow sponsor logo signage on scoreboards that are accessory to public and private school and public park athletic fields.

**APPLICANT:** City of Beaverton - Development Services Division

**AUTHORIZATION:** Ordinance 2050 (Development Code), effective through Ordinance 4365)

**APPLICABLE CRITERIA:** Section 40.85.15.1.C.1-7 (Text Amendment Approval Criteria)

**HEARING DATE:** Wednesday, March 8, 2006

**RECOMMENDATION:** Staff recommend APPROVAL of text amendment application TA 2006-0001 (Scoreboard Sponsor Logo Sign)

## **I. Proposed Legislative Text Amendment**

The purpose of the proposed text amendment is to create a means by which the City can allow sponsor signage on scoreboards that are related to public and private school and public park athletic field scoreboards. The intent of this text amendment is to regulate those scoreboards visible from a public right-of-way where a sponsor logo sign is desired. Scoreboards are not currently regulated as a sign; rather they are regulated through design review and generally classified as an accessory use to an athletic field when used to tally the score of sporting event that occur on the same field. The City has repeatedly been approached by school and athletic team booster groups seeking a method to allow for sponsor logo signs on scoreboards. The legislative history of sign regulation in Beaverton has been to limit commercial signage in residential areas. Because most of the major school facilities both public and private are located in residential zones, no sign amendment has been proposed in the past. However, because of continuing requests from booster groups comprised of Beaverton citizen's and a growing need to diversify funding sources for school athletics, the City is proposing a text amendment that provides limited scoreboard sponsor logo signage.

The proposed text amendment proposes to limit sponsor logo signage to 25 percent of the total area of the scoreboard and not to exceed 85 square feet in size and be at a height no greater than 15 feet above the surrounding grade. By limiting the height of the sponsor logo signage the visual impact to surrounding residential areas from commercial signs is reduced, which is consistent with the existing sign regulations, Comprehensive Plan, and the legislative history of sign regulation in Beaverton.

**Section 1: The Development Code, Ordinance No. 2050, Ordinance 4248, Chapter 60 – Special Regulations, Section 60.40, Signs, specifically Section 60.40.15.3., will be amended to read as follows:**

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**60.40.20. Signs Subject to Ordinance Regulation - Permit Required.** The following signs are subject to all ordinance regulations and permits are required prior to on-site construction, installation or placement.

Scoreboard Logo Sign – Public and private school and public park facility athletic scoreboards visible from a public right-of-way shall be allowed one sponsor logo that may be no larger than 25 percent of the scoreboard area but no larger than 85 square feet in size and is not located higher than 15 feet above the grade on which the sign is located.

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**Section 2: The Development Code, Ordinance No. 2050, Ordinance 4248, Chapter 90 – Definitions, will be amended to read as follows:**

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**Scoreboard Logo Sign – A sign located on a scoreboard that is accessory to an athletic field used to record or tally scores at athletic or sporting events.**

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The proposed amendments to the Development Code text as shown above are attached in Exhibit 1.1.

## **II. Facts and Findings**

Section 40.85.15.1.C of the Development Code specifies that in order to approve a Text Amendment application, the decision-making authority shall make findings of fact, based on evidence provided by the applicant, that all of the criteria specified in Section 40.85.15.1.C.1-7 are satisfied. The following are the findings of fact for TA 2006-0001 (Scoreboard Sponsor Logo Sign Text Amendment):

**1. The proposal satisfies the threshold requirements for a Text Amendment application.**

Section 40.85.15.1.A specifies that an application for a text amendment shall be required when there is proposed any change to the Development Code, excluding changes to the zoning map. TA 2006-0001 (Scoreboard Sponsor Logo Sign) proposes to amend Chapter 60 and Chapter 90 of the Beaverton Development Code currently effective through Ordinance 4365 (November 2005).

Therefore, staff find that approval criterion 1 one has been met.

**2. All City application fees related to the application under consideration by the decision-making authority have been submitted.**

Policy Number 470.001 of the City's Administrative Policies and Procedures manual states that fees for a City initiated application are not required where the application fee would be paid from the City's General Fund. The Community Development Department, which is a General Fund program, initiated the application. Therefore, the payment of an application fee is not required. Staff find that approval criterion two is not applicable.

Therefore, staff find that approval criterion 2 has been met.

**3. The proposed text amendment is consistent with the provisions of the Metro Urban Growth Management Functional Plan.**

Metro's Urban Growth Management Functional Plan is comprised of the following titles:

Title 1: Requirements for Housing and Employment Accommodations

Title 2: Regional Parking Policy

Title 3: Water Quality and Flood Management Conservation

Title 4: Retail in Employment and Industrial Areas

Title 5: Neighbor Cities and Rural Reserves

Title 6: Regional Accessibility

Title 7: Affordable Housing

Title 8: Compliance Procedures and

Title 9: Performance Measures

TA 2006-0001 proposes to amend Development Code Chapter 20 and 90 to allow Scoreboard Sponsor Logo Signage. Because Metro's Urban Growth Management Functional Plan (UGMFP) does not regulate signage this text amendment will not have any effect on the City's ability to remain in compliance with the UGMFP.

Therefore, staff finds that approval criterion 3 is not applicable.

**4. The proposed text amendment is consistent with the City's Comprehensive Plan.**

The following policies apply to the text amendment as it relates to the proposed text amendment.

<p><b>3.4.1 Goal:</b>     <i>Provide a policy framework for a community designed to establish a positive identity while enhancing livability.</i></p>
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**Policies:**

**d)**     *Sign regulations shall limit the size, location, and number of signs throughout the City. Non-conforming signs shall be removed at the time of a change in use. Off-site advertising signs shall be prohibited in all districts of the City.*

Through the City's adoption and application of Development Code Section 60.40, Sign Regulations is the principle means for the implementation of the Beaverton Comprehensive Plan and specifically Goal 3.4.1 and Policy 3.4.1.d. The sign regulations are intended to ensure the aesthetic quality of the City and promote traffic safety.

The proposed text amendment seeks to allow scoreboard sponsor logo signage as described on page 2 of this report. The proposed text amendment provides for increased signage where it was previously not prohibited. Because most scoreboards are oriented towards spectators attending or associated with the athletic event at which the scoreboard is located and not towards public right-of-ways there should not be a conflict with traffic safety. The proposed sign area allowance is limited to 25 percent of the area of the scoreboard with a maximum of 85 square feet. The proposed text would require any scoreboard sponsor logo to be at a height of no more than 15 feet of surrounding grade and will be located on a structure considered an accessory use to the school that will already be in place; therefore, new sign structures are not being erected that would increase visual clutter and thus there is little adverse effect on aesthetics of the surrounding area.

Therefore, staff finds that proposed text amendment is consistent with the Comprehensive Plan Policy 3.4.1.d. and approval criterion 4 has been met.

## **5. The proposed text amendment is consistent with other provisions within the City's Development Code.**

The proposed amendments do not create impacts or conflicts with other provisions within the Development Code. This text amendment proposes to insert a new type of sign in Section 60.40.20, Signs Subject to Ordinance Regulation – Permit Required. Because the text amendment proposes to allow commercial signage in residential areas not previously allowed requiring a permit in order to ensure that the sign is the proper size and height is appropriate. The proposed amendment will allow for limited area for scoreboard sponsor logos. The proposed text amendment has the potential to expand the allowed commercial signage in all zones. However, because the majority of the major public and private school athletic facilities are located in residential zones the relationship between the proposed amendment and the existing sign regulations found in Section 60.40.40 are the most critical for analysis.

Currently, Section 60.40.40, Residential Zones, limits commercial signage for non-residential uses to a single indirectly lighted sign not to exceed 32 square feet with a maximum of 8 feet. Similarly, signs related to residential subdivisions or multi-family uses are limited signs no large than 32 square feet. The proposed text amendment would allow signs up to 25 percent of the area of the scoreboard with a maximum of 85 square feet and a height not greater than 15 feet. The proposed sign area though larger than other signs allowed in the residential area are located 100 to 200 feet from their audience which are the spectators attending the athletic event. Unlike commercial signs where drivers and pedestrians come in close proximity to the sign the intended audience for a scoreboard sponsor logo will be at a constant distance thus requiring a somewhat larger sign area. Based on a review of sponsor logo signs the allowance for up to 25 percent of the area of the scoreboard provides the flexibility to add sponsor logos that will be useful for their intended

purpose without being unsightly for the surrounding community. Staff propose to allow the scoreboard sponsor logo signs to be located higher than other signs in residential zones because of the nature of the sign. Based on the scoreboard specifications reviewed by staff the lower edge of most scoreboards is 10 feet. Therefore, to enable a sign that is 25 percent of a scoreboard but no greater than 85 square feet, some flexibility staff has proposed a maximum height of 15 feet. Maintaining this height reduces the potential intrusion of placing commercial signage at the top of a large athletic scoreboard. Based on scoreboard specifications scoreboards can often reach a height of 20 to 25 feet in height. Allowing signs at this height would exceed the height allowance for free-standing signs in any zone.

Therefore, staff finds that approval criterion 5 has been met.

**6. The proposed amendment is consistent with all applicable City ordinance requirements and regulations.**

The current Development Code and Ordinance No. 4187, which adopted the current Comprehensive Plan, are applicable to the proposed text amendment and are addressed in the findings of fact for approval criterion four and five. Staff did not identify any other applicable City ordinance requirements and regulations that would be affected by or would conflict with the proposed text amendments.

Therefore, staff finds that approval criterion 6 has been met.

**7. Applications and documents related to the request, which will require further City approval, shall be submitted to the City in the proper sequence.**

Staff have determined that there are no other applications and documents related to the request that will require further City approval.

Therefore, staff finds that approval criterion 7 has been met.

### **III. Conformance with Statewide Planning Goals**

Because the proposal is for a text amendment to the Development Code, a demonstration of compliance with the Statewide Planning Goals is not required. ORS 197.225 requires that Statewide Planning Goals only be addressed for Comprehensive Plan Amendments. Nevertheless, the Statewide Planning Goals are useful to support the City's position on the proposed amendments. The proposed text amendment's conformance to relevant Statewide Planning Goals is briefly discussed below:

#### **GOAL ONE - CITIZEN INVOLVEMENT**

*To develop a citizen involvement program that insures the opportunity for citizens to be involved in all phases of the planning process.*

The City is in compliance with this Statewide Planning Goal through the establishment of a Committee for Citizen Involvement (CCI). The City has gone even further by establishing Neighborhood Association Committees (NACs) for the purpose of providing widespread citizen involvement, and distribution of information. The proposed text amendments to the Development Code will not change the City of Beaverton's commitment to providing opportunity for citizen involvement, or place the City out of compliance with Statewide Planning Goal One.

## GOAL TWO - LAND USE PLANNING

*To establish a land use planning process and policy framework as a basis for all decisions and actions related to use of land and to assure an adequate factual base for such decisions and actions.*

The City of Beaverton has adopted a Comprehensive Plan that includes text and maps (Ordinance 1800, and most recently amended by Ordinance 4187) along with implementation measures such as the Development Code (Ordinance 2050, effective through Ordinance No. 4365). These land use planning processes and policy framework form the basis for decisions and actions, such as the subject text amendment proposal. The proposed Development Code amendment has been processed in accordance with Section 40.85 (Text Amendment) and Section 50.50 (Type 4 Application) of the Development Code. Section 40.85 contains specific approval criteria for the decision-making authority to apply during its consideration of the text amendment application. Section 50.50 (Type 4 Application) specifies the minimum required public notice procedures to insure public input into the decision-making process. The City of Beaverton's Comprehensive Plan is consistent with Statewide Planning Goal 2.

## **IV. Conclusion and Staff Recommendation**

Based on the facts and findings presented, staff conclude that the proposed amendment to the Development Code is consistent with all the text amendment approval criteria of Section 40.85.15.1.C.1-7. Therefore, staff recommend the Planning Commission **APPROVE** TA 2006-0001 (Scoreboard Sponsor Sign Logo Text Amendment) at the March 8, 2006 regular Commission hearing.

## **V. Exhibits**

Exhibit 1.1 Proposed Text Amendment